

FINAL DRAFT

Pesticide Education Plan for North Oaks Residents

Working to Change the Way People View the Use of Pesticides

Phase 1 - Mosquito and Tick Control

Goal

To protect the quality of air, water, and land in North Oaks for the health of its current and future residents and preserve the well-being of its abundant wildlife by: 1) educating residents about the risks of conventional mosquito and tick management practices; and 2) promoting proven biological controls and least toxic management alternatives for mosquito and tick control.

Objectives

1. Increase awareness about the environmental impacts of conventional mosquito and tick control
2. Increase awareness about the human health impacts of conventional mosquito and tick control
3. Teach residents about least toxic management alternatives for mosquito and tick control
4. Reduce residential use of mosquito and tick control aerosols
5. Provide residents with access to research-based data, content, and resources

Meeting the Goal and Objectives

The implementation of the Pesticide Education Plan is primarily the responsibility of the City of North Oaks Natural Resources Commission. However, this plan's success is dependent on strong partnerships with the North Oaks Homeowners' Association, North Oaks Company, and North Oaks Golf Club.

Key Messages

- Spraying for adult mosquitoes is the least effective method of mosquito control
- There are safe alternatives that can be used to control mosquitoes and ticks
- Many mosquito and tick control products contain ingredients that are harmful to pets and wildlife, and especially to pollinators and beneficial insects
- Many mosquito and tick control products contain ingredients that are harmful to human health
- Conventional interventions, under certain circumstances, may be needed to control mosquitoes and ticks

Tasks and Timeline

| Task | Responsibility of | Timing |
|---|-------------------|----------------------------------|
| Submit educational articles to the North Oaks News | NRC, NOHOA | Quarterly; starting January 2021 |
| Submit an article to the North Oaks Living Magazine | NRC, NOHOA | Annually |
| Submit an article to the North Oaks Golf Club newsletter/magazine | NRC, Golf Club | Annually |
| Write and send email blasts | NRC, NOHOA | Quarterly; starting ASAP |
| Create posters/flyers containing information and statistics | NRC, NOHOA | By March 2021 |
| Create a fact sheet to be included in NOHOA new member packet | NRC, NOHOA | By March 2021 |
| Provide information on City and NOHOA websites | NRC, NOHOA | By March 2021; then ongoing |
| Post information on City and NOHOA Facebook pages | NRC, NOHOA | By March 2021; then ongoing |
| Display information at community events | NRC | Ongoing |
| Host events with speakers or films | NRC, NOHOA | Annually |
| Create public service announcements for airing on CTV | NRC, NOHOA | Summer 2021 |
| Give presentations at City Council and NOHOA meetings | NRC, NOHOA | Annually |

Evaluation

The success of this plan will be measured by the number of timeline tasks that were successfully completed.

A resident survey could be conducted in early 2021 (as a baseline) and again at the one year mark to help determine if residents were aware of this education effort, if the effort changed their opinion about mosquito and tick control, if they changed their behavior, etc.